

TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENTS	i
ABSTRACT	iii
ABSTRAK	iv
TABLE OF CONTENTS	v
LIST OF TABLES.....	ix
LIST OF FIGURES	xi
LIST OF APPENDICES	xii

CHAPTER I : INTRODUCTION

1.1 The Background of the Study	1
1.2 The Problems of the Study	6
1.3 The Objectives of the Study	6
1.4 The Scope of the study	7
1.5 The Significance of the study	7

CHAPTER II : REVIEW OF LITERATURE

2.1 Systemic Functional Linguistics.....	9
2.2 Thematic Structure : Theme and Rheme	9
2.2.1 Theme	10
2.2.1.1 Simple Themes	11
2.2.1.2 Marked and Unmarked Themes	13

2.2.1.3 Multiple Themes	15
2.2.2 Rheme	18
2.3 Grammatical Metaphor	18
2.4 Theme and Mood	19
2.4.1 Theme in Declarative Clauses	19
2.4.2 Theme in Interrogative Clauses	20
2.4.3 Theme in Imperative Clauses	21
2.5 Other Characteristic Themes	22
2.5.1 Typically Thematic: Conjunctive and Modal Adjunct	22
2.5.2 Obligatorily Thematic: Conjunctive and Relative	25
2.6 Thematic Progression	26
2.6.1 The Constant Theme Pattern	26
2.6.2 The Linear Theme Pattern	27
2.6.3 The Split Rheme Pattern	28
2.6.4 Derived Themes	29
2.7 Information Structure: Given and New Information ...	30
2.8 Ellipsis and Substitution	31
2.9 Clauses	32
2.10 Metafunctions	33
2.10.1 Clauses as a Message, as an Exchange and as a Representation	34
2.11 Discourse and Text and Context	34
2.11.1 Discourse and Text	34

2.11.2 Context	35
2.11.2.1 Field	36
2.11.2.2 Tenor	37
2.11.2.3 Mode	37
2.12 Advertisements	37
2.12.1 Language of Advertisements	39
2.13 Prior Research	39

CHAPTER III : RESEARCH METHOD

3.1 The Research Design	42
3.2 Data and Data Sources	42
3.3 The Technique of Data Collection	43
3.4 Technique of Data Analysis	44
3.5 The Trustworthiness of the Data	44
3.5.1 Credibility	44
3.5.2 Transferability	45
3.5.3 Dependability	45
3.5.4 Confirmability	46

CHAPTER IV: DATA ANALYSIS, RESEARCH FINDINGS AND DISCUSSION

4.1 Data	47
4.1.1 Description of the Data	47

4.1.2 Occurrence of Marked and Unmarked Theme	48
4.1.3 Occurrence of Simple and Multiple Theme	49
4.1.4 Patterns of Thematic Progression	50
4.1.5 Information Structure	51
4.2 Data Analysis.....	51
4.2.1 The Varieties of Thematic Progression used in car Advertisements	51
4.2.2 The Realization of Theme and Rheme in car advertisements	51
4.2.2.1 Marked and Unmarked Theme	51
4.2.2.2 Simple and Multiple Theme	52
4.2.2.3 Information Structure	52
4.2.3 The Reasons in Choosing that Way	52
4.3 Findings	53
4.4 Discussion.....	54

CHAPTER V : CONCLUSION, SUGGESTION AND IMPLICATION

5.1 Conclusion	55
5.2 Implication.....	56
5.3 Suggestion	56
REERENCES	57
APPENDICES	60